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Focus

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Focused Fitness & Butch Harmon Golf Fitness Program in Full Swing

The benefits of fitness programs, especially those involving strength and flexibility training, have been more recognized by golfers recently. This is most evident among the top players on the PGA tour, where nearly all are involved in fitness programs and can be seen working out in the PGA fitness trailer while on tour. Several expected benefits from fitness programs include gaining distance, better control, increased stamina, improved consistency, prevention and rehabilitation of injuries and more. Realizing the new-found acceptance of strength training among today's golf athlete, PGA golfers

Butch Harmon and Tom Kite joined forces with MedX (a state-of-the-art exercise and rehabilitation equipment manufacturer), and Dominion Fitness Concepts (a licensed program developer) to develop a program, "aimed at transforming the weekend duffer into legitimate golf athletes," according to Harmon. "Golfers don't realize how much strength and flexibility they lose through the decades if they don't actively engage in physical training. What we've been able to do is package the training regimen that impacts the golfer most dramatically. Every minute of exercise in our program should pay dividends on the course."

Now available at Focused Fitness, The Butch Harmon Golf Fitness Program consists of two exercises done on two separate, highly patented MedX machines. The first machine, the MedX Rotary Torso, works to both strengthen the obliques (the muscles which rotate the torso during the golf swing) and increase the range of motion in torso rotation. The second machine, the MedX Stretch, is designed specifically to stretch the muscles involved in the golf swing. The golfer is taken through seven stretches including positions of address, impact, takeaway, and follow-through. The program only takes about 10 minutes and is done 2-3 times a week. Studies show that within eight weeks, club head speed can increase 5.4 mph, the equivalent to over 10 extra yards on your drive. Within 30 days, range of motion should increase by 25-30 percent, although many baby boomers see an increase of 100 percent. This increase in flexibility enables the golfer to create a greater arc on the back swing and keep the club on line with the path of the target longer, allowing the golfer not only to hit the ball farther but straighter as well.

For more information on improving your golf game, call a Focused Fitness professional today.



www.focused-fitness.com

Bullseye By Billy



Reading this newsletter, some of you are already in the midst of our program/contest, "Transformation, the six week fat to muscle metamorphosis." To those of you who are not currently participating, you may think that such a program sounds like a short-term fix, contradictory to our stated mission of improving the long-term quality of our clients' lives. I would like to take this opportunity to explain why the Transformation program is not only on target with our mission, but also is a path to accomplish that mission more completely.

The Transformation program lasts six weeks and is designed to optimize the results (in this case changes in physical appearance) from proper exercise and diet. We measure these changes by analyzing body composition (fat to lean ratio) and using before- and-after comparison photography. Each participant is evaluated based on individual progress compared with other participants. The person making the greatest transformation will receive one month of free personal training, a massage, and a Focused Fitness t-shirt. The only other requirements of the contest are that the client complete 12 sessions during the six-week period and maintain or improve lean body mass.

It is important to focus on long-term goals in fitness. However, to maintain focus and accomplish these goals, it's helpful to have short-term goals as well. Many clients have stated either as a primary or secondary goal that they wish to improve their physical appearance. Positively changing physical appearance requires reducing body fat, increasing muscle, or a combination of both. Our Transformation program focuses on improving muscle through high intensity, brief, and infrequent exercise specifically using Super Slow protocol. The program focuses on reducing body fat primarily as a result of diet. This program is an opportunity for those with these goals to apply a laser beam focus to exercise and diet for a brief period, to see what can be accomplished by "stepping it up a notch" in intensity during workouts, and disciplined diet.

Tony Robbins has a saying, that I believe fits perfectly with this contest and program. "When would 'NOW' be a good Time?" We know this program will yield results. This is a chance for you to realize the results for yourself, and through that realization, continue on to pursue your long-term goals.

Billy Fletch

Training Tips

Focusing on your Workout

The importance of drinking enough water for your overall health and fitness cannot be emphasized enough. Water is essential for life and optimal functioning of the body which itself is made up of seventy percent water. A person can survive over a week without food but will die within several days without water. Being even slightly dehydrated can inhibit physical performance. Water is not only essential for normal functioning of the body and improved physical performance, but is also a facilitator of fat loss. When not enough water is being consumed, the body actually retains the water it has absorbed. This in turn effects kidney function and waste build up in the body, which the liver has to work to detoxify. This minimizes one of the liver's main functions converting stored fat into useable energy. Therefore, when the body is dehydrated it tends to hold onto more fat.



Water can be used to burn fat through a method of superhydration and thermogenesis. Consuming a gallon of cold water (40 degrees Fahrenheit) burns approximately 200 calories to convert the water to the body's core temperature. Ellington Darden Ph. D., former director of research for Nautilus and author of more than 30 books on diet and exercise, has used this method with subjects to aid in fat loss and has documented tremendous results.

Consume at least 8 glasses of water a day. Before adopting a superhydration program, consult a physician to ensure that no existing ailments will be negatively affected by large amounts of fluid consumption.

Community Focus

Braves Player to appear at Open House

Focused Fitness will be hosting an Open House on June 16, 2001, from 11 a.m. - 2 p.m. Along with a chance to get reacquainted with the facility, visitors will have the opportunity to meet a Greenville Braves player, who will be available for autograph signing during this time. Please bring your family, friends, and neighbors out for this event!

Client Testimonial

Butch Harmon Program leads Golfer Down Path to Success



When Jerry Woodruff, an avid golfer, saw the advertisement for the Butch Harmon fitness program at Focused Fitness 2 years ago, he thought it might help him improve his swing. He never thought it might help him develop a new outlook on overall fitness.

Jerry has been golfing for 25 years or more, and realized that as one ages, the chance for injury increases. Jerry confides that in the 2 years he has been working with Focused Fitness and participating in the Butch Harmon Program, he is stronger and swinging faster than before. He's so pleased with his results, he has recommended the program to other golfers in the area.

Besides the Butch Harmon program, Jerry also participates in the Super Slow program. His primary concern, prior to joining Focused Fitness, was injuring himself while exercising, because it would prevent him from playing golf. For Jerry, the best thing about Super Slow is that it lessens the chance for injury by using slow controlled movements, without the jerky speed of Jerry's prior way of exercise. In the 2 years he has worked out with Focused Fitness, he has lost 7 or 8 lbs., but more importantly, he has converted fat into muscle. Jerry says he came to Focused Fitness for the Butch Harmon program, but he stayed for the one-on-one interaction, the direction which comes from it, and the fact that he only works out twice a week, for approximately 40 minutes, with better results and less chance of injury than before, which lets him get back to his true love - GOLF!

Congratulations, Jerry, on your success!



Trivia Question

A. Answer to last issue's trivia:

A person would how to add somewhere between 5 -10 pounds of muscle to increase their metabolism by 3500 calories per week. A person can burn 50-100 more calories a day per one pound of muscle added.

*Our winner: John Long.
Congratulations, John! Stop by and pick up your Focused Fitness Prize Pack.*

Q. What is a more effective means of reducing body fat?

- A. Walking one and a half miles daily.
- B. Reducing calories by 100 per day.
- C Consuming one gallon cold water (40 degrees Fahrenheit) per day.

The winner this month will receive a Focused Fitness Prize Package, which includes a copy of High Intensity Exercise the Super Fast Version of Super Slow. by Phillip Alexander, M.D. (Chief of Medical Staff, College Station Medical Center and member of the faculty at Texas A&M University, College of Medicine) and a Focused Fitness t-shirt.

Submit your answers in writing, including your name, address, phone number and email address (if applicable) to Focused Fitness at 1200 Woodruff Road, Unit A - 8. For more information, contact Focused Fitness at 675-6183. In the event of multiple correct answers, we will conduct a random drawing to determine the winner.

Look for the correct answer and winner's name in the next issue of "In Focus. "

Referral Program Growing With You!



Have you heard about the Focused Fitness Referral Program? We appreciate it when our clients, happy with the results they are achieving through us, refer friends and family. In fact, we appreciate it so much we want to reward you!

Every month, if we successfully sign up a client referred by you, we'll give you a \$50 discount on membership dues, in the month following your client's contract, and a free t-shirt as an added bonus!

So, if you know someone who's interested in improving their health and quality of life, refer them to Focused Fitness and earn \$50. For more details, see a member of the Focused Fitness team, or call 675-6183.



Open House

Focused Fitness is proud to host our annual Open House on June 16, and we're thrilled to have a Greenville Braves player on hand to sign autographs and visit with our clients and friends between 11 a.m. and 1 p.m. So bring your kids to meet the Braves.



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